

## THE DEVELOPMENT AND STANDARDIZATION OF ATTITUDE SCALE TOWARDS SOCIAL CHANGE

A. MUHAMMED IQSHANULLAH<sup>1</sup>, REXLIN SELVIN<sup>2</sup> & MAHANDRA KUMAR<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Agricultural Extension and Rural Sociology, TNAU,

Madurai, Tamil Nadu, India

<sup>2</sup>Professor (Agrl Extension), Department of Agricultural Extension and Rural Sociology, TNAU,

Madurai, Tamil Nadu, India

### ABSTRACT

*In the present scenario rural women are one of the important contributors of urbanization and modernization at rural level and also they are the main responsible person for the on-farm and off-farm activities at rural level. In this paper, a scale developed and standardized that can be used to assess the attitude of rural women towards social change. In this study attitude scale was constructed through Equal Appearing Scale method developed by Thurstone and Chave (1929). Considering Edwards criteria, 90 statements were selected. Based on Scale (mean) value and Q value, fifteen statements were selected to measure the attitude towards social change on rural women.*

**KEYWORDS:** Rural Women, Attitude, Equal Appearing Interval Method & Social Change

**Received:** Mar 13, 2018; **Accepted:** Apr 03, 2019; **Published:** Apr 23, 2019; **Paper Id.:** IJESRJUN20194

### INTRODUCTION

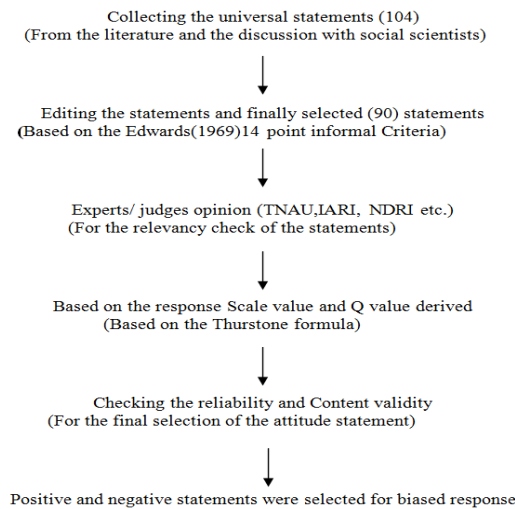
Among the Asian countries India is a one of the richest source of peoples population especially youth population, rural women are one of the important assets of the country. Women are the main pillars of the society and also the main actress of the economic development and nations development either directly, indirectly. In rural societies women are the major influencers as they involve themselves actively in farming. (On-farm or Off-farm activities), Homemaking (cooking, washing, childcare etc), decision making (farm and home) and in politics. Due to urbanization, industrialization and modernization rural women migrate to the city to meet their various needs. And also there is a paradigm shift in the role of rural women. As the structural and functional of rural society change the attitude of rural women also changes favourably or unfavorably towards social change with the background, an attempt was made to develop a scale to measure the attitude of rural women towards social change.

### METHODOLOGY

According to All port (1935), the concept of attitude is probably the most distinctive and indispensable concept in social psychology. No other term appears more frequently in experimental and theoretical literature. Thurstone (1947) associated with some psychological object. For the purpose of this study; attitude is defined as the psychological disposition of the rural women about social change. It is a learned predisposition to respond favorably or unfavorably with respect to social change. Measuring attitude is getting the positive and negative feelings and the opinions of the rural women towards social change. Among them equal appearing interval of Thurston and Chave are quite well known. The details of the procedure followed and standardization of the scale to

measure the attitude of rural women towards social change given below:

### STEPS INVOLVED IN CONSTRUCTION OF EQUAL APPEARING INTERVAL SCALE



### Collection and Editing of Attitude Statements

About 104 statements were selected based on reviewing the literature, discussion held with scientists and extensionists. The items were screened and edited by following the informal criteria suggested by Edwards (1969) for editing the statements to be used in the construction of the attitude scale. Based on the screening, 90 items were finally selected which formed the universe of content.

### Item Scoring and Computation of Scale Values and Q Values

The selected statements were then subjected to judge's opinion on a five-point continuum ranging from most unfavourable to most favorable. The lists of statements were then sent to 50 judges that comprised of scientists of State Agricultural Universities of Tamil Nadu, kerala, Andhra Pradesh, Karnataka, Gandhigram rural university, Karnal and New Delhi. Out of 50 judges, 40 judges responded by sending their judgments. By applying the formula as suggested by Thurstone and Chave (1929), the Scale values and Q values were computed for 90 statements by using the formula given below.

$$S = l + \left[ \frac{0.5 - \sum pb}{pw} \right] i$$

Where,

- S – The median or scale value of the statement
- l – The lower limit of the interval in which the median falls
- $\sum pb$  – The sum of the proportions below the interval in which the median falls
- pw – The proportion within the interval in which the median falls
- i – The width of the interval and is assumed to be equal to 1.0
- $Q = C_{75} - C_{25}$

Where,

Q – Interquartile range

$$C_{75} - \text{the 75}^{\text{th}} \text{ centile, } C_{75} = l + \left[ 0.75 - \frac{\sum pb}{pw} \right] i$$

$$C_{25} - \text{the 25}^{\text{th}} \text{ centile, } C_{25} = l + \left[ 0.25 - \frac{\sum pb}{pw} \right] i$$

### Selection of Attitude Items

- The attitude items to be included in the final attitude scale were selected based on the following criteria.
- The attitude statements selected represent the universe of content with respect to social change. The scale values of the selected attitude items have equal appearing interval i.e. distributed uniformly along the psychological continuum.
- Those items with high Scale values and smaller Q values were selected as far as possible.

There are more or less equal number of statements with favourable and unfavourable attitudes as far as possible

**Table 1: Final Set of Attitude Items Selected with Corresponding Scale and Q Values and the Nature of the Statement**

S.No.	Statement No.	Scale Value	Q Value	Statements	Nature of the Statements
1.	32	1.17	-0.27	Improved farming technologies are affected due to social change	Unfavourable
2.	26	1.75	-2.00	Social change disturbs the traditional occupation of rural women	Unfavourable
3.	103	2.00	1.75	Social change gives importance to moral values of the society	Favourable
4.	27	2.36	-0.23	Social change helps the rural women to have access with basic rural amenities	Favourable
5.	18	2.78	1.23	Social change promotes crop rotation	Favourable
6.	104	3.00	1.47	Social change encourages freedom of choice to the rural women	Favourable
7.	100	3.03	1.73	Social change is one of the push factors for migration	Favourable
8.	95	3.17	0.43	Social change, changes the attitude and behaviour of rural people positively towards farming	Favourable
9.	67	3.90	0.60	Social change leads one to love money rather than the people	Unfavourable
10.	29	3.98	-2.89	Diversified farming is affected due to social change	Unfavourable
11.	41	4.01	1.83	Social Change encourages gender discrimination in rural areas	Unfavourable
12.	97	4.67	2.08	social change reduces the participation of religious activities	Unfavourable
13.	78	4.93	3.01	Social change reduces the drudgery of farm women	Favourable
14.	10	5.50	-2.90	Social change deteriorates the life style of rural women	Unfavourable
15.	4	6.50	1.20	Social change concentrates more on employment opportunity of rural women	Favourable

### Reliability of the Scale

The reliability of the scale was determined by 'Split-half' method. The split-half method is regarded by many as the best method for measuring reliability (Garrett, 1979). The 15 selected attitude items were divided into two equal halves by odd-even method (Singh, 2008). The two halves were administered separately to 30 rural women in a non-sample area. The scores were subjected to product moment correlation test in order to find out the reliability of the half test. The half-test reliability coefficient  $r$  was 0.637, which was significant at one per cent level of probability. Further the reliability coefficient of the whole test was computed using the Spearman-Brown Prophecy formula. The whole test reliability  $r_{tt}$  was 0.778. According to Singh (1986), when the purpose of the test is to compare the means of the two groups of narrow range, a reliability coefficient of 0.50 or 0.60 would suffice. Hence, the constructed scale is reliable as the  $r_{tt}$  was  $> 0.60$ .

### Content Validity of the Scale

It referred to the representativeness or sampling adequacy of the content of a measuring instrument (Kerlinger, 1973). Content validation was carried out by subjecting the selected 15 items to judges' opinion. They were asked to indicate the extent to which each attitude item covered the domains of the psychological object 'social change' or judge each item for its presumed relevance to the property being measured. The responses were obtained on a four – point continuum of 'most adequately covers', 'More adequately covers', 'less adequately covers' and 'least adequately covers'. Scores of 4, 3, 2 and 1 were given for the points on the continuum respectively. Totally 30 judges responded by sending their judgments. The mean score 2.5 was fixed as the basis for deciding the content validity of the scale. If the overall mean score of the attitude items as rated by the judges was above 2.5, the scale will be declared as valid and if not otherwise. In the present case, the overall mean score was worked out as 3.22 and therefore the constructed attitude scale is said to be valid.

### Administration of the Scale

The 15 attitude items selected were arranged randomly in order to avoid biased responses. a five-point continuum of 'strongly agree', 'agree', 'undecided' 'disagree' and 'strongly disagree' was used as response categories. The scoring procedure adopted given below.

**Table 2**

Nature of the Statement	Continuum				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Favourable	7	5	4	3	1
Unfavourable	1	3	4	5	7

The final attitude statements selected was administered to obtain responses of rural women. The score obtained for each statement was summed up to arrive at the attitude score for the respondents. The responses were grouped as less favourable, moderately favourable and highly favourable based on the cumulative frequency method.

### CONCLUSIONS

Rural women are the key agents for the societal change. Because in reality they are the rural decision makers for the farm and home activities. They are the spark plugs in making structural and functional changes in a rural society. The scale developed will be useful to assess the attitude of rural women towards social change. Researchers can use the scale in future for measuring the attitude of rural women towards social change in similar studies.

**REFERENCES**

1. Allport, G., W. (1935). *Attitudes*. In C. M. Murchison (Ed.). *Handbook of Social Psychology*. Winchester MA, USA. Clark University Press.
2. Edwards AL. 1969 *Techniques of attitude scale construction*, Vakils. Feffer and Simons Pvt. Ltd., Bombay.
3. Garrett HE, Woodworth RS. 1973 *Statistics in psychology and education*. Vakils, Feffer and Simons Private Limited, Bombay.
4. Kaur, J., Randhawa, V., & Mittal, R. *Involvement of Rural Women In Utilization and Management of Renewable Natural Resources In Kandi Area of Punjab*.
5. Kerlinger FN. 1973 *Foundations of behavioral research*. Holt, Rinehart and Winston. New York;
6. Sharmin, N., & Khanam, D. (2017). *Role of Readymade Garment Sector in Changing the Livelihood Pattern of Rural Women: An Analysis of Garment Workers in Bangladesh*. *IMPACT: International Journal of Research in Applied, Natural and Social Sciences*, 5(11), 27-36.
7. Singh AK. 1986 *Tests, measurements and research methods in behavioural sciences*. Tata McGraw-Hill Publishing Company Limited, New Delhi;
8. Thurstone, L. L., & Chave, E. J. (1929). *The Measurement of Attitude: A Psychological Method & Some Experiments with a Scale for Measuring Attitude toward the Church*. Chicago IL, USA. University of Chicago Press,
9. Thurstone., L. L. (1947). *Multiple-Factor Analysis*. Chicago IL, USA. University of Chicago Press.

